



U.S. PAVILION AT



“SANA 2006”

Europe's largest exhibition of natural products

Bologna, Italy, September 7-10, 2006

SANA, the International Exhibition of Natural Products - NUTRITION, HEALTH, ENVIRONMENT, is the main event for the entire natural products sector. SANA 2005 featured over 1,600 exhibitors, of which 400 were from 45 countries. The show will be divided in 3 sectors: Nutrition, Health and Environment. In addition to the exhibition, SANA includes an interesting seminar program with over 60 seminars and workshops which will attract hundreds of accredited press representatives.

SANA 2005 counted 70,000 visitors, including 50,000 specialized distributors or retailers and 3,500 trade professionals.

For seven years running, the Commercial Service of the U.S. Department of Commerce has been organizing the U.S. Pavilion at SANA. Participation provides you with all the specialized services your company needs to crack the lucrative and expanding Italian market.

For a participation fee of Euro 3.950 (approx. U.S. \$5,000) each American exhibitor in the U.S. Pavilion at SANA 2006 will receive:

- A 3 x 4 meter (10' x 13') fully constructed and furnished hard shell booth
- Interpretation services during the event
- On-site professional assistance.

Also included are:

- A pre-show promotional campaign
- SANA registration fees
- Insertion in the SANA Show directory, with product description translated into Italian
- A lounge area, with free drinks, coffee and sandwiches.
- General exhibition services
- Assistance with hotel reservations at discounted rates.
- **All booths will feature an attractive and functional design and will be completely furnished with table, chairs, shelves, display showcase, graphics, lighting fixtures, carpeting, etc.**
- **Booths will be available in either or both of the specialty halls featuring the natural healthcare sector and the biological/food sector.**

“BUDGETING TIPS”

SANA is held in Italy's agricultural breadbasket. Bologna is a lovely city, known for good life, excellent food and the arts. The city is located near Florence, with ready access to Venice, Rome and Milan. The weather in September is very pleasant, warm and dry. Just as a reference, cost per night in a 4 star hotel will range from approximately \$200 for a single room to \$ 250 for a double room, including tax, service, and breakfast. Cost of meals and local transportation in Bologna should average \$80-100 per person per day. Bologna has its own domestic airport and is well connected to the international airports of Milan and Rome.